



PRIDE  
INCLUSION  
PROGRAMS



# 2021 AWARDS SPONSORSHIP OPPORTUNITIES

pridein  
diversity

pridein  
sport

prideinhealth  
+wellbeing

# 2021 AUSTRALIAN LGBTQ INCLUSION AWARDS

AWARDS ATTENDANCE HAS GROWN EACH AND EVERY YEAR.

FROM 238 ATTENDEES IN 2012 TO 760 IN 2020.



## ABOUT

The Australian LGBTQ Inclusion Awards is an event celebrating and awarding Australia's top organisations for LGBTQ inclusion based on the results of the Australian Workplace Equality Index (AWEI) and the Health + Wellbeing Equality Index (HWEI). The event is attended by CEO's, dignitaries, senior executives, HR and diversity practitioners, employee network leaders, health and wellbeing practitioners, and members of LGBTQ employee networks and allies, all which have made a significant impact to LGBTQ inclusion in their workplaces.

The Awards is regarded by many as a must-attend event on the LGBTQ calendar and is widely shared across corporate and personal social media platforms. In addition, it is recognised in both LGBTQ and mainstream media, being broadcast on SBS World News the same evening.

Due to COVID-19 restrictions, the 2020 event was a little different to previous years but was attended by 360 guests in person, with more than 400 guests watching via livestream all around Australia. This year we are planning to bring you another spectacular event while keeping within the COVID-19 restrictions to provide a safe environment for all.

## 2021 EVENT DETAILS

**Date:** Friday 28 May 2021  
**Location:** Hyatt Regency  
161 Sussex Street, Sydney  
**Time:** 11:00am – 3:00pm (AEST)  
**Livestream time:** 11:45am – 2:30pm (AEST)



Due to Covid19 restrictions, we ask that you monitor our website for any updated information.



# AUSTRALIAN LGBTQ INCLUSION AWARDS

## 2021 AUSTRALIAN LGBTQ INCLUSION AWARDS SPONSORSHIP

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	<b>SECURED BY CAPGEMINI</b>
GOLD	1	\$15,000	<b>SECURED BY SALESFORCE</b>
SILVER	2	\$10,000	<b>SECURED BY KPMG AUSTRALIA SECURED BY AUSTRALIAN TAXATION OFFICE</b>
BRONZE	3	\$8,000	<b>SECURED BY BAKER MCKENZIE SECURED BY DEUTSCHE BANK SECURED BY IBM</b>
INTERNATIONAL PARTNER <sup>†</sup>	1	\$8,000	<b>OUT LEADERSHIP</b>
ASSOCIATE	4	\$3,500	<b>SECURED BY BHP SECURED BY HUNTER PRIMARY CARE 2x AVAILABLE</b>
INTERNATIONAL ASSOCIATE	1	\$3,500	<b>SECURED BY CONSULATE GENERAL OF IRELAND</b>

\* All prices are in AUD and are exclusive of 10% GST

<sup>†</sup> Benefit level – Bronze

## 2021 AUSTRALIAN LGBTQ INCLUSION AWARDS SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$8,000	ASSOC \$3,500
<b>EVENT BENEFITS</b>					
<p>Opportunity to assist with award presentations on stage</p> <p>Please email Michelle Blom, <a href="mailto:mblom@acon.org.au">mblom@acon.org.au</a> with the name and job title of this person Due 07/05</p>	•	•	–	–	–
Stage acknowledgement of your sponsorship	•	•	•	•	•
Logo on holding slides throughout event	•	–	–	–	–
<p>Opportunity to deliver a 2–3 minute sponsor address on why you are sponsoring</p> <p>Please email Michelle Blom, <a href="mailto:mblom@acon.org.au">mblom@acon.org.au</a> with the name and job title of this person Due 07/05</p>	•	–	–	–	–
<b>COMPLIMENTARY TICKETS</b>					
<p>Complimentary tickets</p> <p>If your guests are unable to attend in-person, we will happily convert in-person tickets to livestream tickets</p> <p>Please note: seating arrangements may change to align with COVID-19 restrictions</p> <p>Complimentary tickets can be used as in-person or livestream tickets.</p> <p>Please email Michelle Blom, <a href="mailto:mblom@acon.org.au">mblom@acon.org.au</a> with the guests name, email address and any special dietary/accessibility requirement by the 07/05</p>	<p>2x premium tables of 4 in Grand Ballroom</p> <p>4x premium tables of 4 in Maritime Room</p> <p>= Total of 24 seats</p>	<p>2x corporate tables of 4 in Grand Ballroom</p> <p>4x corporate tables of 4 in Maritime Room</p> <p>= Total of 24 seats</p>	<p>1x corporate table of 4 in Grand Ballroom</p> <p>2x corporate tables of 4 in Maritime Room</p> <p>= Total of 12 seats</p>	<p>1x corporate table of 4 in Grand Ballroom</p> <p>2x corporate tables of 4 in Maritime Room</p> <p>= Total of 12 seats</p>	<p>2x individual seats in Grand Ballroom</p> <p>2x individual seats in Maritime Room</p> <p>= Total of 4 seats</p>
<p>Complimentary seat for an Executive representative at the VIP/Speakers table</p> <p>Please email Michelle Blom, <a href="mailto:mblom@acon.org.au">mblom@acon.org.au</a> with the guest name, email address and any special dietary/accessibility requirement by the 07/05</p>	•	–	–	–	–
<b>EXCLUSIVE BENEFITS</b>					
Exclusive invitation to the VIP 'Thank You' event held in Sydney (restrictions dependent)	•	•	•	•	•
Priority option to purchase tickets to participate in the following year's ACON's Pride Inclusion Programs' Mardi Gras float (restrictions dependent)	2 passes	2 passes	2 passes	2 passes	2 passes

## 2021 AUSTRALIAN LGBTQ INCLUSION AWARDS SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$8,000	ASSOC \$3,500
<b>PRINT EXPOSURE</b>					
Sponsor logo on LGBTQ Inclusion Awards marketing materials ASAP in EPS high resolution	•	•	•	•	•
Logo on sponsor wall at red carpet (restrictions dependent)	•	•	•	•	•
Advertisements within printed results booklet 300dpi PDF, CMYK, 4mm bleed, crop marks offset 4mm Full page = 210 x 210mm 1/2 page = 105 x 210mm (Portrait) Artwork due Fri 16 April 2021	3 full page ads	2 full page ads	1 + ½ ads	1 full page ad	½ page ad
Sponsorship profile within results booklet Due Fri 16 April 2021	200 words	150 words	100 words	100 words	–
Logo within the printed program and results booklet	•	•	•	•	•
Logo on the front cover of the printed program and results booklet	•	–	–	–	–
<b>ONLINE EXPOSURE</b>					
Year-long sponsor recognition on the Pride in Diversity website as 2021 Sponsor/Principal Partner	•	•	•	•	•
Year-long sponsor recognition on the AWEI website as a 2021 Sponsor/Principal Partner	•	•	•	•	•
Year-long sponsor profile/overview published on the AWEI website ASAP 150 word limit	•	•	•	•	–
Sponsor mention in the 2021 Pride in Diversity Newsletter (reach 1500+) in lead up to event	•	•	•	•	–
Social media mentions in the lead up to the LGBTQ Inclusion Awards	•	•	•	•	–

NB: Sponsorships will be available to organisations where the business supports LGBTQI inclusion and does not perpetuate the marginalisation of LGBTQI communities.

We recognise the diversity of Aboriginal and Torres Strait Islander people, their experiences, cultures, languages and practices, and the richness of their contributions to the places where we work, live and play.

We acknowledge the Traditional Owners of all the lands and seas. We pay respect to Elders past, present and emerging, and extend this to all Aboriginal and Torres Strait Islander people.

## **PRIDE INCLUSION PROGRAMS**

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